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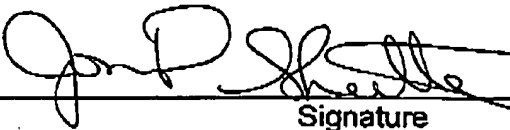
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1. Response After Final Office Action

Total Number of Pages Including Cover Page: 10 pages

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Appl. No. 09/887,198
Amdt. dated July 19, 2004
Reply to final Office Action of May 18, 2004

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EXPEDITED PROCEDURE
37 C.F.R. 1.116
PATENT
Case No. N0093US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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JUL 19 2004

Appl. No. : 09/887,198
Applicant : Matthew A. Guido et al.
Filed : June 22, 2001
Titled : Geographic Database Organization that Facilitates Location-
Based Advertising
TC/A.U. : 2177
Examiner : Kuen S. Lu
Docket No. : N0093US
Customer No. : 37583

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Alexandria VA 22313-1450

RESPONSE AFTER FINAL OFFICE ACTION
AMENDMENT UNDER 37 C.F.R. §1.116

Sir:

In response to the final Office Action of May 18, 2004, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 7 of this paper.